PIXAR TYPESTRY

THE GREATEST SOFTWARE FOR CREATING DIMENSIONAL TYPE.

WHAT IS IT?

Pixar Typestry™ is exciting software which turns Type 1 and TrueType fonts into three-dimensional images. Typestry invokes RenderMan® magic to transform a simple word into an extraordinary picture.

WHY DO I NEED IT?

Pixar Typestry is an ideal product for those who are creating logos, brochures, newsletters, ads, and slide or multimedia presentations. With Typestry you will be able to add beautiful chapter headings, bullets, titles and highlights to your documents. Typestry users have created wonderful posters, business cards, pictures for their children rooms, greeting cards, manuals and promotional flyers. Whenever you want to create images with letters - it's a job for Pixar Typestry.

HOW HARD IS IT?

Now we know that every brochure you've ever read tells you that the software is easy. So we almost hate to bring it up. But Pixar has been working for years to bring the world a really easy to use 3D program and guess what? We didn't. Instead we let you keep the familiar 2D interface that you know and love — we just give you 3D results! Pixar Typestry is the perfect software for those who want 3D effects but don't want to invest in learning how to navigate a 3D interface.

WHAT DOES IT DO?

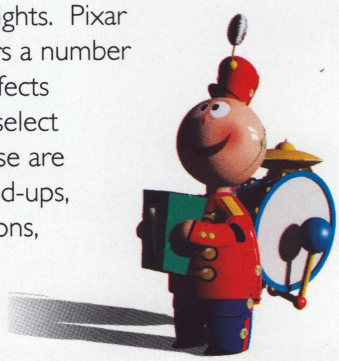
Pixar Typestry converts your TrueType or Type 1 fonts into objects using true curved surfaces which gives them a graceful and elegant look. Before they are converted you can pick the bevel style and size that you would like for the font. Once it's converted, you can rotate any word or individual letter and move it wherever you like on your screen. You can scale your type both uniformly and non-uniformly and extrude the letters to make them fatter or thinner.

OKAY, SO THEN WHAT?

When you have your text where you want it, it's time for the fancy stuff. Typestry comes with a library of attractive appearances, called Looks, which you can use to decorate your images or logos. Just browse through your collection and select one for your word or letter. You can choose one Look for the front of your letter and another for its edges or sides. Many libraries of additional Looks are available for use with Typestry.

CAN I DO SPECIAL EFFECTS?

Sure, the first step is to pick some interesting lighting from the lights pallet. You can create shadows and highlights by positioning the lights and choosing a color and an intensity for your lights. Pixar Typestry also offers a number of pre-designed effects which you simply select from a menu. These are effects such as build-ups, cut outs, perforations, shadow patterns, gels and motion blur.



What if I want a flying logo?

Go for it. With Typestry you can do simple but snappy animations. You can't make a feature length movie, but you can make very impressive moving logos for a demo or a QuickTime™ multimedia presentation. Motion blur can be combined with animation to give a spectacular effect - with very little effort.

Where does RenderMan come in?

RenderMan is the invisible software that makes your picture look so great. This is the same powerful renderer that was used to create the beautiful ballroom scene in *The Beauty and the Beast* and the metal cyborg in *Terminator 2*.

Pixar Typestry is a RenderMan family product which means it is completely compatible with Pixar's other Macintosh products, Showplace™ with MacRenderMan™ and NetRenderMan™. NetRenderMan allows you to distribute your rendering task over a Macintosh or UNIX network to vastly increase rendering speed and productivity. Pixar Typestry is compatible with many fine products offered by our RenderMan Partners including some amazingly swift accelerator boards. RenderMan service centers throughout the country can offer Typestry users production rendering services and high resolution output.

What about output?

Images created with Typestry can also be imported into other applications such as Photoshop™, PhotoStyler™, Showplace, PageMaker™, QuarkXpress™ — any software that reads PICT or TIFF files. Because Typestry images can preserve their alpha channel, your images can be gracefully integrated with other images without unsightly jagged edges. In addition, Typestry will generate images in PICT, TIFF, EPS or RIB at any resolution to produce the highest quality output for documents and slides.

What kind of hardware do I need?

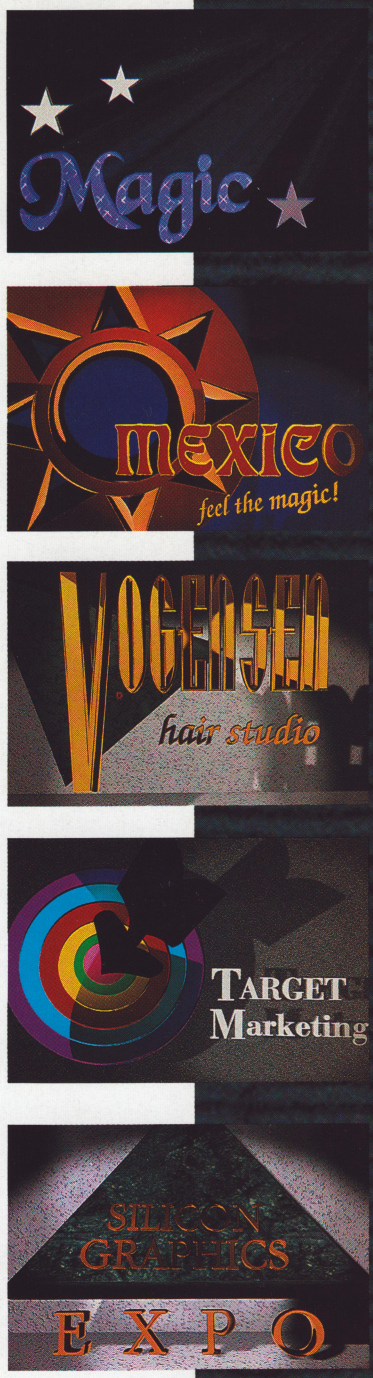
Macintosh users need any Macintosh II family computer running 6.07 (or higher) with MultiFinder, floating - point coprocessor, 32 bit QuickDraw™, at least 8 MB of internal RAM, a color display system (8 bits is okay, but 24 bits is much better) and 5 MB of free disk space.

Windows users need Windows 3.0 or higher, at least a 386 PC, with a math coprocessor, a color display device (standard VGA or better), 4MB of RAM (8 recommended), 5 MB of free disk space.

Sounds pretty good, guess I should buy it.

Guess so.

Call 1-800-888-9856 or contact your favorite software dealer.



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